SSD Barry Hopkins (left) and SSS Connell Berry take time out to congratulate **SR Dave Mills** (center) on his tenth anniversary.

SR Denise Thomas (center) is recognized for five PM years by SSD Barry Hopkins and SSS Maurian Evans.

West Region

Welcome

Sales Representatives Janet Goff, Theodore Johnson, Jeffrey Stricherz, Ronald Talton and Frank Tenorio.

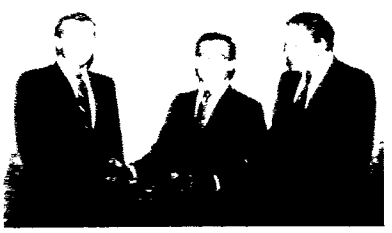
Anniversaries

30 Years — SR Richard Phillips. 25 Years — AMSS George Knapp. 20 Years — SSS Dave Vincent. 10 Years — ERG Carmen Benitez, RM's John Clark and Allen Kramer, Sect. Admin. Assist. Dorothy Montgomery and SAM Barbara Romoser. 5 Years — SR's Susan Cossette and Don Wolf.

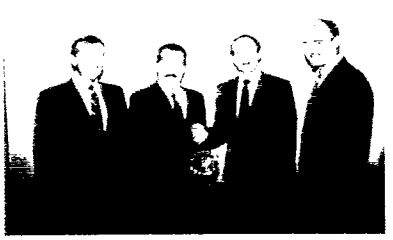
Congratulations To

SR Elizabeth Olsen on the birth of Alana.

SR Scott Murphy (second from left) commemorates five PM years with SSD Barry Anderson, DM Dick Mefford and SSS Don Willis (from left).



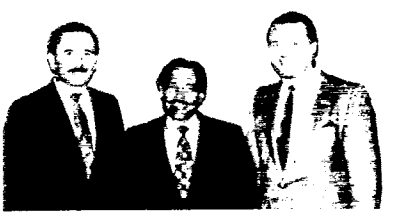
RT Gary Fuhrmeister (center) gets a nice going for 10 PM years from SSD Barry Anderson (left) and DRS Jim Kuhlman.



RM Mike Wynn (second from left) celebrates his fifth anniversary with SSD Barry Anderson, DM Jim Sage and SSS Johnny Byrge (from left).

SR Kathy Schneider marks her fifth anniversary with DM Tom Brewington.

DM Dave Aposporos (third from right) receives 15th anniversary congratulations from SSS Deb Bacon (center) and the rest of his Division.



SSS Dave Vincent (center) accepts best wishes on his 20th anniversary from SOPM Chuck Evarkiou (left) and SSD Jim Henry.

SAM Barbara Romoser (center) gets a big turnout for her tenth anniversary from SSS Rob Kirkendall, SAM Barbara Lynch, SSS Dave Vincent, SSS Marty Kosar and SSD Jim Henry (from left).

ERM Ed Serrano and Employee Relations Assist. Maryann Glass congratulate **ERG Carmen Benitez** (center) on her tenth anniversary.

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Source: https://www.industrydocuments.ucsf.edu/docs/klfl0000

Marooned

Your answers to our "Marooned" inquiry are as intriguing as a Stephen King novel, the most popular author by far for PM desert island readers. How's this for a surprise? PM's own "You Make The Difference" theme was right up there with the Beatles "White Album" and Little Feat's "Waiting For Columbus." No kidding. Other high vote getters: Jimmy Buffet and Elvis. Sorry, but company vans didn't make it as luxury items. Looks like you'd rather have a Jaguar or a BMW. Other luxuries in high demand: yachts, cabin cruisers and waterbeds.

Congratulations to the people who mailed their desires with the earliest postmarks. $50 gift checks — are on the way to all our winners.

	Book	Record	Luxury Item
Region 1 SR Rich Kozicki	*Trilogy* by Tolkien	Alchemy Dire Straits	Warm shower and hot tub
Region 2 AM David Joyner	Unabridged Encyclopedia	Complete Works of Beethoven	Soap
Region 3 MR Sharon Binkley	*Bible*	Anything by Elvis or Roy Orbison	Warm bed and box of Russell Stover candy
Region 4 MR Donna Boetger	*Bible*	Rapture Anita Baker	Cuisinart food processor
Region 5 SR Terry Schwab	*It* by Stephen King	Steel Wheels The Rolling Stones	His wife, Mary

Important Events In The History Of PM USA Which We Remember In This Issue.

1930 **60 years ago**

...Ivory tipped Marlboro introduced.

...Parliament becomes the first cigarette with filter mouthpiece made from a blend of domestic (burley) and Turkish leaf.

1955 **35 years ago**

...Marlboro goes national and is introduced in flip-top box with cork-tipped "selectrate" filter.

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Source: https://www.industrydocuments.ucsf.edu/docs/klfl0000

Showcase

Literacy

A good example of how Sales and Government Affairs work together: SSD Ward Cashion (center) assisting Carl Johnson, Director, Government Affairs East to deliver a $100,000 check to fund adult literacy programs in Mississippi. Accepting the check on behalf of the Southern Education Board are Mississippi Governor Ray Mabus and his wife, Julie (left).

Hurricane

Carl Johnson, Director, Government Affairs East, teams up with Section 24 SSD Lance Jones (center) to deliver a check for the Hugo Relief Fund to South Carolina's Governor Carroll Campbell. Making a donation of more than $160,000 in cash and food supplies, PM was the first and largest corporate contributor to respond to the Governor's plea for disaster relief. Said Governor Campbell, "This is a perfect example of the way private and public sectors can work together toward a common goal."

Hero

The Wyoming, Michigan, Police Department extended their thanks and a letter of commendation to RMA Jeff Madura. While on his way to install a rack, Jeff witnessed an accident. Trained in emergency medical assistance, Jeff climbed into the back seat of the car involved and helped extricate a woman. THE FORCE salutes Jeff's efforts.

Gala

Senator Hildred Shumake, SSS James Gibbs (center) and Representative Grace W. Davis at PM's annual reception for Black members of the State legislature in Atlanta. James has consistently looked for opportunities to promote PM's presence to the legislative community and has encouraged others at Section to take an active interest in government related activities.

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Source: https://www.industrydocuments.ucsf.edu/docs/klfl0000

BUILDING BUSINESS

Roundup

Cowboys, Indians, horses and Marlboro . . . the perfect setting for DM Pete Hinson and SR's Richard Nightingale, Melanie Smith, Betty Opatz, Randy Mindt and Gail McDougall (from left) to promote the world's No. 1 brand in Pendleton, Oregon.

Cambridge

SR Dawn Stevens and retailer Vern Salyer — grand prize winners in the Cambridge Value Shopping Network Sweepstakes. Both received every item in the promotion's catalog. Says Dawn, "Vern sells 100 cpw of Cambridge, ordered 400 cartons for the program and was my largest participating independent chain."

Marlboro Challenge

A team effort in Section 53 made the Marlboro Challenge a huge success at Laguna Seca Raceway in Monterey, California.

Grand Opening

RM Joe Tascarella promotes PM USA and its No. 1 brand during a store grand opening in Patchogue, N.Y.

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Source: https://www.industrydocuments.ucsf.edu/docs/klfl0000

Going Nuts

SR's Rita Reynolds, Vicki Francis, Linda Varney and Randy Greene (from left) "went nuts" giving out samples at the Suffolk Peanut Festival in Virginia.

Visibility

SR Lisa Gennarelli makes Cambridge available and visible on Staten Island in New York.

Merit

SR Patty Egan (left) and Sampler Suzanne Boman brought Merit to the Kansas City Spirit Festival, a city-wide celebration.

Food Expo

SR's Jon Hagemann, Richard Diaz and Steve Carlton (from left) represented PM USA at the Safeway Food Expo in El Paso, Texas.

Virginia Slims Series

DM Bob Marien, AM Tom Engelhardt, SAM Dave Coode, FVB Region Sales Mgr. Scott Motes and DM Joe Potterack (from left) welcomed customers to a Virginia Slims of Indianapolis reception.

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Source: https://www.industrydocuments.ucsf.edu/docs/klfl0000

SUPER BOWL XXIV
PIGSKIN PICKS

It's time for avid football fans to enter THE FORCE's Super Bowl contest and score a touchdown! Use this form to predict this year's champs and the total number of points scored in the game. Your entry must be postmarked by Friday, January 26, 1990, to be eligible. By then you'll already know what two teams are competing in Super Bowl XXIV. We've got prizes for a male and female with the closest prediction from each Region. In the case of a tie, we'll hold a random drawing to select Region winners — 10 in all.

Super Bowl winner _____

Total Points Scored _____

Name _____

Address _____

_____

Region _____

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Source: https://www.industrydocuments.ucsf.edu/docs/klfl0000

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